

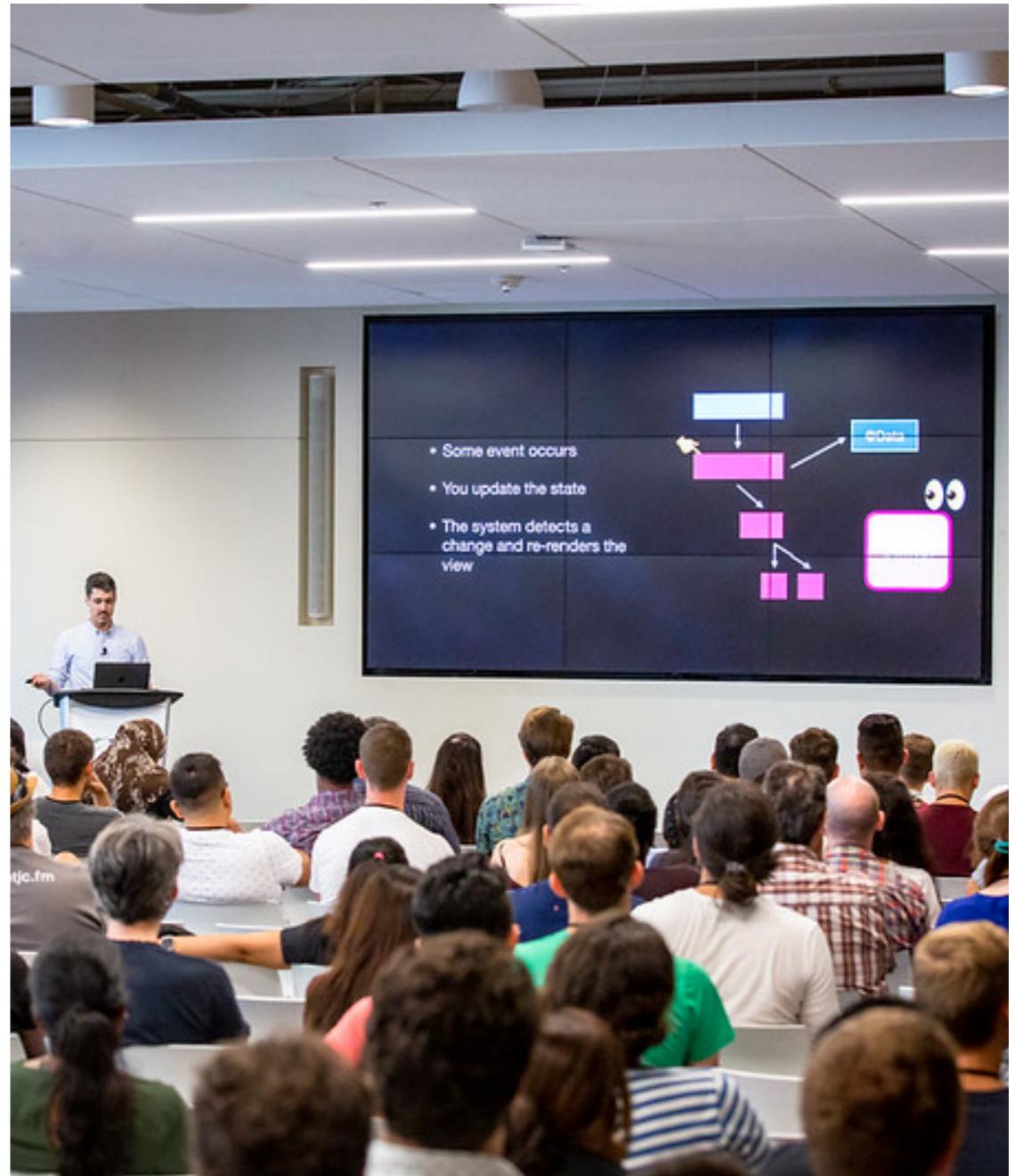
A background pattern of various emoji stickers, including faces, animals, objects, and symbols, scattered across the page.

SWIFT TO CONFERENCE SPONSORSHIP INFORMATION

AUGUST 2023

Why Sponsor Swift TO?

- Reach hundreds of local developers with your message
- Reach thousands both at home and internationally when our videos are posted to Vimeo and Youtube
- A highly affordable way to both send your team to a conference and be a sponsor
- Most sponsor tiers cost less than the price of using a recruiter to hire one developer
- Build team morale and brand reputation within the Toronto iOS/ MacOS community



Sponsor for less than the cost of attending WWDC

- A WWDC ticket for one developer is \$1600 USD, plus airfare, hotel and meals
- Starting at \$2250 CAD you can sponsor our conference and send a team member. Buy additional discounted tickets and send your team for <\$5000



Building on the success of Swift TO 2019

- In 2019 we aimed to run a single-day conference for 150 developers. We were blown away by the response and closed our sales at 250, with a growing waiting list
- This year our goal is to have 400 attendees, with capacity for up to 500. The conference will also be 2 days long and have a larger speaker budget



TIFF Bell Lightbox

- This year we have arranged to host Swift TO at TIFF Bell Lightbox.
- Host of the world renowned Toronto International Film Festival, this venue is first-class in its support capabilities for our conference and offers an unparalleled seating experience for our attendees



How does your sponsorship help?

- Help expand our speaker budget.
We want to invite some of the best and brightest from our international community
- Help expand our extras. Your sponsorship money can help us with branded swag budgets and lots of extra ‘nice-to-haves’ that round out the experience and add prestige
- Help expand our marketing budget for promotion to reach our audience and draw more iOS talent to the conference to get face time with your brand



Sponsorship Tiers

	Supporting Sponsor \$2250	Diversity Sponsor \$6000	Green Room Sponsor \$10,000	Party Sponsor \$25,000
Sponsor Booth	plus \$1500	✓	✓	✓
Tickets (Buy more at super early bird price)	1	2	5	10
Brand in all marketing and opening/closing remarks	✓	✓	✓	✓
Brand included at start and end of recorded videos		✓	✓	✓
Reserved branded seating			✓	✓
1 minute sponsor pitch			✓	✓
Green Room Access			✓	✓
Second Floor Branding Exclusivity (outside of theatre)				✓
Exclusive Party Sponsor Title & Booth				✓

Prices in Canadian Dollars
See next pages for more definitions and terms

Sponsor Booth in the Gallery



- Gallery is our dedicated space for Sponsors.
- Sponsor Booths are included in Diversity, Green Room and Party Sponsorship tiers.
- Supporting Sponsors can have a booth for an additional price.
- The Gallery has a designated second room on the far end where we will be serving coffee, snacks and drinks to draw attendees through the Gallery.
- Additional marketing opportunities around the building are available and be provided at cost from TIFF. Please contact us for more information about options available. We will give priority to Green Room and Party Sponsor tiers for marketing opportunities, if necessary.

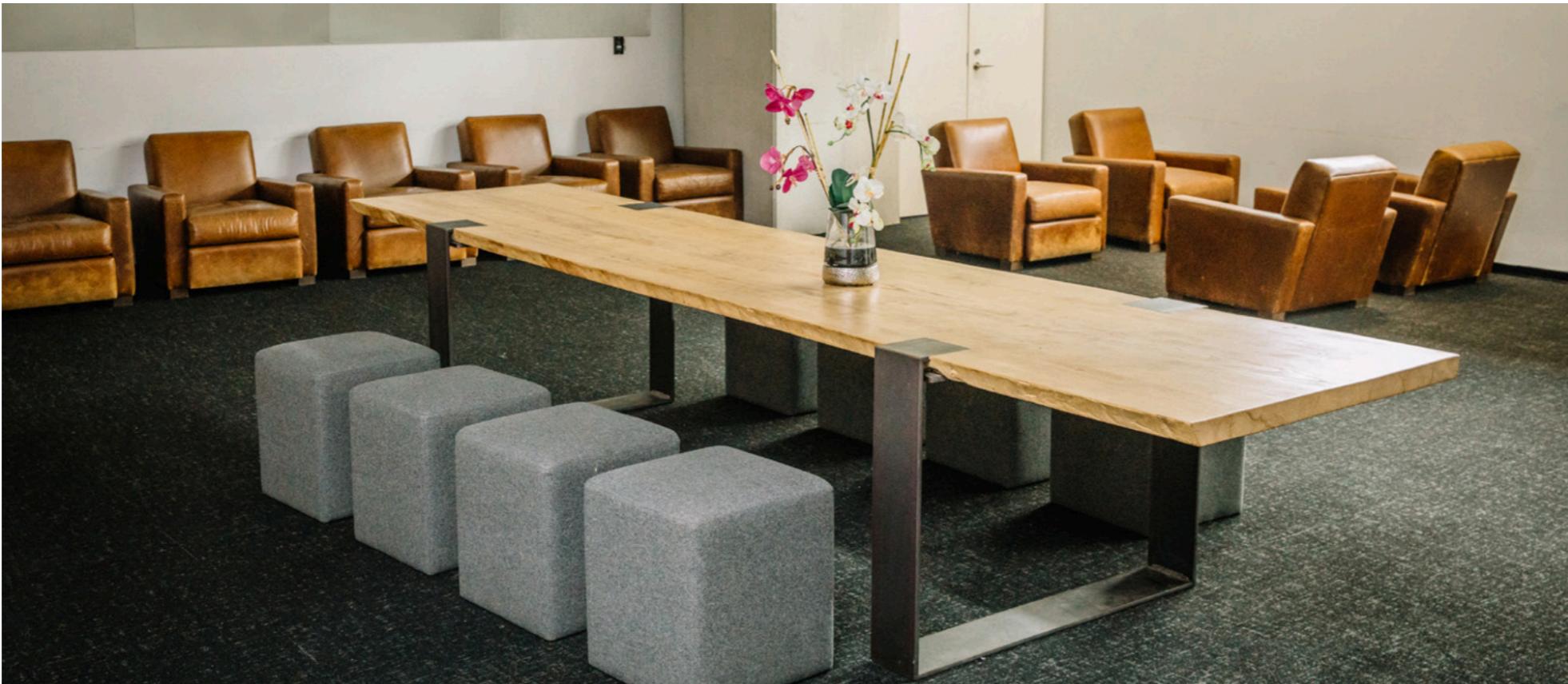
Diversity Sponsor



To make sure that Swift TO is an inclusive space for all individuals we have a Diversity Support Scholarship Program. Eligible members of our community can email us to have their name added to our raffle pool. On **July 28th 2023**, 2 weeks before the event, we will raffle the tickets and notify all scholarship applicants.

As Diversity Sponsor you will be making this program possible

Green Room Sponsor



- The Green Room is a dedicated quiet space for our speakers where they can review notes, grab water, use a separate washroom and relax any time during the conference. We think that providing this space will be greatly appreciated by our speakers. The Green Room and Party Sponsors will also be allowed access, but we ask that the space remain a calm environment at all times.

Party Sponsor

- Help us rent out second floor at TIFF! We have a few options for party plans, but with your help we can book the entire second floor of TIFF Bell Lightbox and throw a party right next to the cinema
- We can also offer second floor branding exclusivity for our Party Sponsor! This means that the entire floor outside of theatre is open to your branding only!
- Furthermore, the only booth presented at the after party!
- Use the opportunity to be an exclusive sponsor!
- You will be thanked for making the party possible. We will call it **“The Swift TO Conference Party - Presented By [Company Name]”** and mention it in all marketing communications, including our Twitter profile bio.



- **Sponsor Booths** - Signage outside of the Gallery must be approved by TIFF Bell Lightbox. Due to outstanding Sponsorship agreements with the venue, some companies may not be able to show signage outside of the Gallery or Theatre areas. If this is the case for your brand, pricing and perks can be further negotiated.
- **Reserved Branded Seating** - We can hold specific seats for our Green Room and Party sponsors. Sewn seat covers with your brand will be placed over top the existing seating. Contact us for design examples. Additional fees may be required, subject to design complexity (eg logo size, colours, cover type)
- **Exclusive Party Sponsor** - Party Sponsors have the opportunity to have the only sponsor booth at the party and be thanked for making the party possible. We will call it “**The Swift TO Conference Party - Presented By [Company Name]**” and mention it in all marketing communications, including our Twitter profile bio.

Sponsor perks can be negotiated within reason. As best as possible we want to help find the right combination of perks that fit your company's budget. If you are interested/uninterested in a particular perk or there is something important to you that we haven't mentioned we may be able to negotiate an appropriate price adjustment